



fax/memo

Date December 16, 1996

To Yvette Robinson, Russell Weiner

From Chris Wangro, Dan Parente 

Re: Miami Market

Fax number 907-5478

Number of pages (including cover) 4

Please contact (212) 977 1100
if you do not receive all of this transmission.

As requested, we have created the following outline highlighting problems we might anticipate in the Miami market.

- Due to the lack of centralization of our target market and the decline of Miami downtown, there is no Miami club scene per se. This would necessitate the use of clubs over a wider geographic area ranging from West Palm Beach to Kendal.

- Though Miami is noted for its night life, it is not noted for R&B. Disco and Latin are the dominant musical genres.

Because of the widespread geographic targeting that Miami necessitates, the marketing dollars allotted for the program would have to be stretched too thin. This would negatively impact our ability to achieve effective market coverage.

- The African American market is not an upscale or large demographic in Miami. The existing demographic is mostly economically depressed.
- There is apparent racial tension between Latinos and African Americans in the market that has polarized the two demographics. Producing an event that would combine these two groups could create more of an opportunity for friction.

Venues targeted for Club Benson & Hedges in Miami are not of the quality or image that we are working to promote. Venues in the market have been called "police magnets," many of which utilize metal detectors and allegedly have frequent security difficulties.

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- There would be an increased demand on alternative media spending as it is the type of media that drives this market.
- Due to the lack of popularity of contemporary R&B, we would have to reevaluate the artists that we would utilize. To achieve success in this market, we would have to contract artists whose appeal reaches a much broader demographic.

For your information, we have also included a recent Time Magazine article that highlights some of the difficulties Miami is currently facing.

Best regards,

/djp

encl.

cc: John Schreiber
Mark Krantz
Avi Lindenbaum
Jude Denis

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